



**Robert G. Anderson
Executive Director**

QUOTE REQUEST (QR)

**QR No. 20220706 SMCAS
RFx 3140003135**

**SOCIAL MEDIA COMMERCIAL ADVERTISEMENT SERVICES FOR
MDHS DIVISION OF AGING AND ADULT SERVICES**

Issue Date: July 6, 2022

MDHS WELCOMES PARTICIPATION OF MINORITY BUSINESSES

Contact Person:
Waustella King
Procurement.Services@mdhs.ms.gov
200 South Lamar Street
Jackson, MS 39201
(601) 359-4500

INVITATION: Subject to the attached and referenced terms and conditions, quotes for the acquisition of the products/services described in this QR will be received at this office until July 13, 2022, by 3:00 p.m., CT.

PURPOSE

The Mississippi Department of Human Services (MDHS) is requesting quotes to establish a contract for social media and digital marketing services. It is understood that any contract resulting from this solicitation may require approval by the Public Procurement Review Board (PPRB). If any contract resulting from this solicitation is not approved by the MDHS and/or PPRB (if required), it is void and no payment shall be made. MDHS will award one (1) contract for services mentioned. MDHS has the right to reject any and all quotes during any step of the procurement or awarding process (even after negotiations have begun).

TERM

The anticipated date for services to begin is September 1, 2022, with an ending date of December 31, 2022.

Compensation for services will be in the form of a firm fixed-rate agreement. A Unit Price shall be given, and that unit price shall be the same throughout the Contract.

SCOPE OF SERVICES

The Independent Contractor shall perform and render the following Media and Digital Marketing Services:

- A. Provide a comprehensive SHIP campaign plan in support of the following priorities:
 1. Develop a strategic, overarching approach for persons primarily age 55 and older messaging handling Medicare Open Enrollment Period which starts October 15, 2022 and ends December 7, 2022 with media and digital campaign starting September 1, 2022, and ending December 31, 2022, navigate through Medicare, and counter misinformation and disinformation.
 2. Develop a statewide strategic, media campaign that is cost efficient and maximizes reach of Medicare beneficiaries and/ or their caregivers, rural populations, market segmentation, most effective media and digital placement recommendations, advertising effectiveness analysis, how to best position State Health Insurance Program (SHIP) to be known and trusted community resource for Medicare information advertising messages relative to other social marketing and advertising campaigns, and the relative merit of selected strategies and messages.
 3. Prioritize campaign's goals and objectives and emphasize Medicare information strategies and tactics to ensure users are reached where they consume information in multiple languages (i.e., English, Spanish, Chinese, Korean, Vietnamese, and Armenian).
 4. Target Mississippi's Medicare beneficiaries and/ or caregivers, rural, Hispanic/Latino, African American/Black, Native American populations to increase education of SHIP.
 5. Build upon the existing public awareness campaign assets, primarily social and digital, and utilize the current branding.
- B. Conceptualize, develop, pre-test, and produce advertising campaigns and assets, including activities such as:
 1. Develop creative brief(s), including campaign strategy statement outlining potential settings, messages, message variables (tone, appeal, etc.), and key messaging.

2. Creative production
3. Maintain, develop, and update content and materials for websites and interactive digital assets:
 - a. Create content and graphics to support the maintenance of landing pages.
 - b. Provide graphic design, copywriting, editing, and related services needed for digital assets. Content shall be designed to optimize the user's experience across web platforms, including the growing number of mobile/device users.
 - c. Upon review and MDHS approval, if needed, develop campaign branded landing pages strategically designed to further engage the user to provide a comprehensive educational experience.
4. Provide social media content to optimize the user's experience across social media platforms.
5. Provide culturally appropriate translation and adaptation services and coordination. The Contractor must provide in-language communication assets.
6. Upon request, create tangible versions of ads for use by state and local programs.
7. Ensure media placement begins rapidly after the contract start date, and which utilizes tailored/existing assets where possible.
8. Collaborate with SHIP staff to consult best practices, evidence base, and outcomes of previous campaign efforts for decisions about obtaining adequate Gross Rating Points and campaign intensity levels.
9. Reports on the advertising campaign's implementation and outcomes, including media and digital monitoring and optimization, summarized monthly media reports and post-analysis, and a summary evaluation of the effectiveness of media a digital placement.
10. Detailed reports of media placement to be provided in a spreadsheet, upon request, that shall provide detailed information on actualized media:
 - a. Total impressions delivered, as applicable to each advertising medium.
 - b. Actual ratings delivered, as applicable for broadcast media.
 - c. Target demographics, e.g., age, gender, racial/ethnic group used for planning and reconciling media performance.
 - d. Detail by vendor, network, or station for each designated media market (DMA), as applicable.
 - e. Dayparts by market, as applicable. Days aired and time(s) of day, upon request.
 - f. For digital, the click-through rates and cost per click or the agreed upon key performance indicator.
 - g. Third party measurement and detailed viewer data, as available, when requested by MDHS.

QUOTE SUBMISSION

Your response to this solicitation must be marked as **"QR No. 20220706 SMCAS"** and may be submitted by mail, email or hand delivery. Responses submitted via email should be sent to the following:

Waustella King
Procurement.Services@mdhs.ms.gov

Hand delivered or mailed responses should be delivered to the following: Waustella King, 200 South Lamar Street, Jackson, MS 39201. Hand delivered responses should be delivered in an

envelope that includes the respondent's name, physical address, Quote Request Number (QR No. 20220706 SMCAS), and phone number.

Responses are due no later than July 13, 2022, at 3:00 p.m., CT. Quotes via facsimile will not be accepted. Any quotes received after this deadline shall be considered LATE and will be recorded as such and included in the procurement file. Late quotes are deemed non-responsive and not considered for further evaluation. Respondent will be notified if response is deemed non-responsive due to missed deadline. There are no exceptions to the deadline date and time or method of submission.

A completed quote packet shall include:

- completed and signed Quote Form (Attachment A);
- completed and signed Certifications and Assurances (Attachment B);
- completed and signed Debarment Verification Form (Attachment C);
- completed and signed Proprietary Information Form (Attachment D); and
- completed and signed Quote Exception Summary (Attachment E).

The following may be submitted with quote packet, but will be required before contract start date:

- completed and signed Minority Vendor Self Certification Form (Attachment F);
- E-Verify documentation, if applicable (<https://www.everify.gov>);
- Taxpayer Identification Number and certification (Completed W-9);
- Proof of registration with the Mississippi Secretary of State (if applicable);
- current certificate of liability insurance; and

Insurance. The successful respondent shall maintain at least the minimum level of workers' compensation insurance as prescribed by law which shall inure to the benefit of all contractor's personnel performing services under the resulting contract, comprehensive general liability or professional liability insurance, with minimum limits of \$1,000,000.00 per occurrence. All worker' compensation, comprehensive general liability, and professional liability will list MDHS as an additional insured. MDHS reserves the right to request from carriers, certificates of insurance regarding the required coverage. Insurance carriers must be licensed or hold a Certificate of Authority from the Mississippi Department of Insurance. The vendor shall be prepared to provide evidence of required insurance upon request by MDHS at any point during the contract period.

- Registration with Mississippi's Accountability System for Governmental Information and Collaboration (MAGIC), if not already registered, visit: <http://www.dfa.ms.gov/dfa-offices/mmrs/mississippi-suppliers-vendors/supplier-self-service/>

An award may be made to the respondent whose quote is determined, in writing, to be the most responsive and lowest bid. MDHS will provide the opportunity for post-award vendor debriefing following the notice of contract award in an effort to exchange information with vendors, strengthen business relationships, and improve the procurement process between vendors and the State. Please see "Debriefing and Protest Information" (Attachment G) for more information.

The MDHS accepts no responsibility for any expense incurred by the respondent in the preparation and presentation of a quote. Such expenses shall be borne exclusively by the bidder.

MDHS reserves the right to reject any and all quotes where the Respondent takes exception to the terms and conditions of the QR and/or fails to meet the terms and conditions and/or in any way attempts to limit the rights of MDHS and/or the State of Mississippi, including but not limited to, the required contractual terms and provisions set forth in this QR.

ATTACHMENT A

Quote Form

Date Submitted: _____

Deadline Date: July 13, 2022, by 3:00 p.m., CT

Respondent's Organization Information:

Name of Organization: _____

Mailing Address: _____

Authorized Official: _____

Title: _____

Phone: (_____) _____

Email: _____

Tax I.D.#: _____

DUNS #: _____

Age of vendor's business: _____

Average number of employees over the past three years: _____

BUSINESS ID# (Issued from Mississippi Secretary of State's Office (*Out-of-state corporations ONLY*)): _____

Certificate of Liability Insurance Period of Coverage: _____

Contact Person for Respondent:

Name: _____ **Title:** _____

Mailing Address: _____

Phone: (_____) _____

Email: _____

Description of Services: As stated in "Scope of Services" of this QR No. 20220706 SMCAS.

Terms of Agreement: September 1, 2022 through December 31, 2022.

**ATTACHMENT A
(Continued)**

Requirement: Respondent must provide pricing in the below requested format. All pricing should be based on description of services to be offered and include all associated costs with **no** additional or hidden fees.

Specific Category for Services	Price
1. Campaign Plan (Section A scope of services)	\$ _____
2. Campaign Advertisement (Section B scope of services)	\$ _____
Total Cost:	\$ _____

- Respondents shall **not** include any additional charges in this bid form. Any additional charges included on a Respondent’s bid form may result in the Respondent’s bid being deemed non-responsive and Respondents will thereby be rejected.

By signing below, I certify that the above mentioned information is true and complete, and I have the legal authority to bind the company. I do not have any questioned costs, audit, monetary and/or unresolved findings with MDHS. I understand that as a condition of award, I may be required to present documentation which verifies the accuracy of the information on this Quote Form, as well as, the required documents listed in this solicitation. Any incorrect and/or missing information is considered non-responsive and is subject to rejection. Modifications or additions to any portion of this Quote Request may be cause for rejection of the quote.

Signature of Authorized Official
(No stamped signature)

Date

The bidder agrees that submission of this signed form is certification that the bidder will accept an award made to it as a result of the submission.

**ATTACHEMENT B
CERTIFICATIONS AND ASSURANCES**

I/We make the following certifications and assurances as a required element of the quote to which it is attached, of the understanding that the truthfulness of the facts affirmed here and the continued compliance with these requirements are conditions precedent to the award or continuation of the related contract(s):

1. REPRESENTATION REGARDING CONTINGENT FEES

Contractor represents that it **HAS NOT** retained a person to solicit or secure a state contract upon an agreement or understanding for a commission, percentage, brokerage, or contingent fee, except as disclosed in Contractor's quote.

2. REPRESENTATION REGARDING GRATUITIES

The respondent or Contractor represents that it **HAS NOT** violated, is not violating, and promises that it will not violate the prohibition against gratuities set forth in Section 6-204 (Gratuities) of the Mississippi Public Procurement Review Board Office of Personal Service Contract Review Rules and Regulations.

3. CERTIFICATION OF INDEPENDENT PRICE DETERMINATION

The respondent certifies that the prices submitted in response to the solicitation **HAVE** been arrived at independently and without, for the purpose of restricting competition, any consultation, communication, or agreement with any other respondent or competitor relating to those prices, the intention to submit a quote, or the methods or factors used to calculate price.

4. PROSPECTIVE CONTRACTOR'S REPRESENTATION REGARDING CONTINGENT FEES

The prospective Contractor represents as a part of such Contractor's quote that such Contractor **HAS NOT** retained any person or agency on a percentage, commission, or other contingent arrangement to secure this contract.

Name/Title: _____

Signature/Date: _____

ATTACHEMENT C



DEBARMENT VERIFICATION FORM
Please Print/Type Clearly in Blue Ink

Table with 2 columns and 8 rows: Subgrantee's/Contractor's Name, Authorized Official's Name, DUNS Number, Address, Phone Number, *Are you currently registered with www.sam.gov, *Registration Status, *Active Exclusions.

Respondent shall provide a written justification for any above responses denoted with an "" as an attachment to this Attachment C, Debarment Verification Form for any responses other than the following: Are you currently registered with www.sam.gov? YES; Registration Status? ACTIVE; Active Exclusions? NO.

Federal Debarment Certification:

By signing below, I hereby certify that _____ is not on the list for federal debarment on www.sam.gov - System for Award Management (SAM).

State of Mississippi Debarment Certification:

By signing below, I hereby certify that _____ is not on the list for debarment for doing business within the State of Mississippi or with any Mississippi State Agencies.

Partnership Debarment Certification:

By signing below, I hereby certify that all entities who are in partnership through this contract with MDHS (subcontractors, subrecipients, et al.) are not on the federal debarment list on www.sam.gov - System for Award Management or the State of Mississippi debarment list. Proof of documentation of partnership verification with SAM shall be kept on file and the debarment status shall be checked prior to submission of every contract/subgrant and modification to MDHS.

Signature of Authorized Official
(No stamped signature)

Date

ATTACHMENT D
Proprietary Information Form

The Respondent should mark any and all pages of this response considered to contain proprietary information. Such pages may remain confidential in accordance with Mississippi Code Annotated §§25-61-9 and 79-23-1 (1972, as amended). Each page of this response considered, by the Respondent, to contain trade secrets or other confidential commercial/financial information should be marked in the upper right hand corner with the word “CONFIDENTIAL.” Any pages not marked accordingly will be subject to review by the general public after the award of the contract. Requests to review the proprietary information will be handled in accordance with applicable legal procedures. Failure to clearly identify trade secrets or other confidential commercial/financial information may result in that information being released in a public records request.

For all procurement contracts awarded by state agencies, the provisions of the contract which contain the personal or professional services provided, the price to be paid, and the term of the contract shall not be deemed to be a trade secret, or confidential commercial or financial information, and shall be available for examination, copying, or reproduction.

If applicable, please indicate which parts/pages below that the contractor wishes to designate as proprietary. In addition, provide the specific statutory authority for the exemption. **If this is not applicable, please indicate with “N/A” below.**

- 1.
- 2.
- 3.
- 4.
- 5.

By signing below, I understand failure to clearly mark proprietary information as identified above may result in disclosure of such information as it will be subject to review by the general public after the award of the contract.

Signature of Authorized Official
(No stamped signature)

Date

Name of Organization

**ATTACHMENT E
QUOTE EXCEPTION SUMMARY**

Respondents taking exception to any part or section of the solicitation, including contract clauses listed in Appendix C and Appendix E of the PPRB OPSCR Rules and Regulations (<http://www.dfa.ms.gov/dfa-offices/personal-service-contract-review/pscrb-rules-regulations/>), shall indicate such exceptions on the Quote Exception Summary. Failure to indicate any exception will be interpreted as the Respondent’s intent to comply fully with the requirements as written. Conditional or qualified quotes, unless specifically allowed, shall be subject to rejection in whole or in part.

List and clearly explain any exceptions, for all Sections and Attachments, in the table below. Indicate “N/A”, if there are no exceptions.

Reference	Respondent’s Reference	Brief Explanation of Exception	MDHS Acceptance (sign here only if accepted)
Reference specific outline point to which exception is taken	Page, section, items in Respondent’s quote where exception is explained	Short description of exception being made	
1			
2			
3			
4			
5			
6			
7			

MDHS reserves the right to reject any and all quotes where the Respondent takes exception to the terms and conditions of the QR and/or fails to meet the terms and conditions and/or in any way attempts to limit the rights of MDHS and/or the State of Mississippi, including but not limited to, the required contractual terms and provisions set forth in this QR.

Signature of Authorized Official
(No stamped signature)

Date

Name of Organization

**ATTACHMENT F
STATE OF MISSISSIPPI
MINORITY VENDOR SELF CERTIFICATION FORM**

Please complete the following information on this form and return immediately to the Mississippi Department of Finance and Administration, Attention: Vendor File Maintenance, P.O. Box 1060, Jackson, Mississippi 39215. Forms may also be faxed to (601) 359-5525.

Name of Business: _____

Address: _____ Post Office Box: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Tax I.D.: _____

SAAS Vendor #s (if known): _____

MINORITY STATUS

As used in this provision, means a business concern that (1) is at least 51% minority-owned by one or more individuals, or minority business enterprises that are both socially and economically disadvantaged and (2) have its management and daily business controlled by one or more such individuals as ascribed under the Minority Business Enterprise Act 57-69 and the Small Business Act 15 USCS, Section 637 (a). See back of form for more information. Should you require additional information regarding your Minority Status, or need assistance in completing this form please call the Mississippi Development Authority, Minority Business Enterprise Division at 601-359-3448.

___ Applicable

___ Not Applicable

IF MINORITY STATUS IS APPLICABLE, PLEASE CHECK APPROPRIATE CODE BELOW:

Minority Business Enterprise

___ A (Asian Indian)

___ B (Asian Pacific)

___ C (Black American)

___ D (Hispanic American)

___ E (Native American)

Women Business Enterprise

___ M (Asian Indian)

___ N (Asian Pacific)

___ O (Black American)

___ P (Hispanic American)

___ Q (Native American)

___ R (Other) Non Ethnic Women

The undersigned certifies under the penalties (administrative suspension and/or ineligibility for participation) set forth in the Minority Business Enterprise Act 57-69, and the Small Business Act 15 USCS, Section 637 (a), that the company classification and selected information above is true and correct. The undersigned will advise of any change in such classification at once.

Business: _____ Certified by: _____

Date: _____ Title: _____ Name Printed: _____

Issue Date March 31, 2002

ATTACHMENT G DEBRIEFING AND PROTEST INFORMATION

In compliance with *Mississippi Public Procurement Review Board Office of Personal Service Contract Review Rules and Regulations*, Agencies are encouraged to exchange information with vendors in an effort to build and strengthen business relationships and improve the procurement process between vendors and the State.

7-113 POST-AWARD VENDOR DEBRIEFING

7-113.01 Debriefing Request

A vendor, successful or unsuccessful, may request a post-award vendor debriefing, in writing, by U.S. mail or electronic submission, to be received by the agency within three (3) business days of notification of the contract award. A vendor debriefing is a meeting and not a hearing; therefore, legal representation is not required. If a vendor prefers to have legal representation present, the vendor must notify the agency and identify its attorney. The agency shall be allowed to schedule and/or suspend and reschedule the meeting at a time when a representative of the Office of the Mississippi Attorney General can be present.

7-113.02 When Debriefing Should Be Conducted

Unless good cause exists for delay, the debriefing should occur within three (3) business days after receipt of the vendor request and may be conducted during a face-to-face meeting, by telephonic or video conference, or by any other method acceptable to the agency. The Procurement Officer or designee should chair the meeting, and where practicable, include other staff with direct knowledge of the procurement.

7-113.03 Information To Be Provided

At a minimum, the debriefing information shall include the following:

- (1) The agency's evaluation of significant weaknesses or deficiencies in the vendor's bid, proposal, or statement of qualifications, if applicable;
- (2) The overall evaluated cost or price, and technical rating, if applicable, of the successful vendor(s) and the debriefed vendor;
- (3) The overall ranking of all vendors, when any ranking was developed by the agency during the selection process;
- (4) A summary of the rationale for award; and,
- (5) Reasonable responses to relevant questions about selection procedures contained in the solicitation, applicable regulations, and other applicable authorities that were followed.

7-113.04 Information Not To Be Provided

The debriefing shall not include point-by-point comparisons of the debriefed vendor's bid, proposal, or qualification with those of other offering vendors. Any written request by a vendor for nondisclosure of trade secrets and other proprietary data is subject to the provisions of Mississippi Code Annotated §§ 25-61-9 and 79-23-1 and §§ 75-26-1 through 75-26-19.

PROTEST

Any actual or prospective bidder or offeror who is aggrieved in connection with the solicitation or award of a contract may protest to the Chief Procurement Officer and copy the Department of Finance and Administration Director of the Office of Personal and Professional Service Contract Review. The protest shall be submitted in writing within seven (7) calendar days of the award or within seven (7) calendar days of the solicitation posting if the protest is based on the solicitation. A protest is considered filed when received by the Chief Procurement Officer. Protests filed after the seven (7) day period shall not be considered. Please refer to Section 7-113 of the *Public Procurement Review Board, Office of Personal Service Contract Review Rules and Regulations* for more information.